

ORDER



WOOD

Orders
Order / Rev: 218530
Alt Order #: 6869016
Product Desc: HOEKSTRA FOR SENATE
Estimate:
Flight Dates: 10/31/12 - 11/06/12
Original Date / Rev: 10/30/12 / 11/05/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Brabender Cox
Buying Contact:
Billing Contact:
 932 Edwards Ferry Road
 Leesburg, VA 20176

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Pete Hoekstra For Senate
Demographic: A35+
Product Codes: PL5
Priority: P4
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN12303/TO1358/SP11154

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	34	\$26,200.00	\$22,270.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	34	\$26,200.00	\$22,270.00	0.00
Totals	34	\$26,200.00	\$22,270.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WOOD	10/31/12	11/02/12	LN M-F M-F News 8 @ 11	CM	11-1135p	--111--	:30	3	\$900.00	P4	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--111--		3				\$900.00		0.00			
N 2	WOOD	11/01/12	11/02/12	6am Daybreak 6am Daybreak	CM	6-7a	---11--	:30	2	\$400.00	P4	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---11--		2				\$400.00		0.00			
N 3	WOOD	10/31/12	11/02/12	Today Show M-F Today Show	CM	658-9a	--111--	:30	3	\$650.00	P4	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--111--		3				\$650.00		0.00			
N 4	WOOD	10/31/12	11/02/12	Noon News News 8 @ Noon	CM	12-1p	--11---	:30	2	\$225.00	P4	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--11---		2				\$225.00		0.00			
N 5	WOOD	11/06/12	11/06/12	6am Daybreak 6am Daybreak	CM	6-7a	-1-----	:30	1	\$650.00	P3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-1-----		1				\$650.00		0.00			
N 6	WOOD	10/31/12	10/31/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	--1----	:30	1	\$2,000.00	P3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--1----		1				\$2,000.00		0.00			

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 Flight Dates: 10/31/12 - 11/06/12

Advertiser: POL/Pete Hoekstra For Senate
 Product Desc: HOEKSTRA FOR SENATE
 Estimate: WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WOOD	10/31/12	10/31/12	Wed Hour 3 Wednesday 10-11p	CM	10-11p	-- 1----	:30	1	\$875.00	P4	0.00	NM	1	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- 1----		1				\$875.00		0.00			
N 8	WOOD	11/01/12	11/01/12	Thur Hour 1 Thursday 8-9p	CM	8-9p	--- 1---	:30	1	\$750.00	P4	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--- 1---		1				\$750.00		0.00			
N 9	WOOD	11/01/12	11/02/12	WOOD News @430am WOOD News @ 430am	CM	430-5a	--- 11--	:30	2	\$25.00	P5	0.00	NM	2	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--- 11--		2				\$25.00		0.00			
N 10	WOOD	11/05/12	11/05/12	5am Daybreak 5am Daybreak	CM	5a-6am	1-----	:30	1	\$250.00	P3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1				\$250.00		0.00			
N 11	WOOD	11/01/12	11/02/12	M-F 6p News M-F News 8 @6p	CM	6-630p	--- 11--	:30	2	\$2,000.00	P2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--- 11--		2				\$2,000.00		0.00			
N 12	WOOD	11/01/12	11/02/12	Tonight Show/Jay Leno Tonight Show w/ Leno	CM	1135-1235a	--- 11--	:30	2	\$950.00	P2	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--- 11--		2				\$950.00		0.00			
N 13	WOOD	11/02/12	11/02/12	Fri Hour 3 Friday 10-11p	CM	10-11p	---- 1--	:30	1	\$1,750.00	P3	0.00	NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---- 1--		1				\$1,750.00		0.00			
N 14	WOOD	10/31/12	11/02/12	Late Night/Jimmy Fallon Late Night w/Jimmy Fallon	CM	1237a-137a	-- 111--	:30	3	\$75.00	P2	0.00	NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- 111--		3				\$75.00		0.00			
N 15	WOOD	11/02/12	11/02/12	M-F 3-4p Dr Oz	CM	3-4p	---- 1--	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---- 1--		1				\$500.00		0.00			
N 16	WOOD	10/31/12	11/02/12	M-F 7-730p Inside Edition	CM	7-730p	-- 111--	:30	3	\$1,500.00	P2	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- 111--		3				\$1,500.00		0.00			
N 17	WOOD	11/01/12	11/01/12	Thur Hour 3 Thursday 10-11p	CM	10-11p	--- 1---	:30	1	\$1,500.00	P3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--- 1---		1				\$1,500.00		0.00			
N 18	WOOD	11/02/12	11/02/12	Fri Hour 2 Friday 9-10p	CM	9-10p	---- 1--	:30	1	\$875.00	P4	0.00	NM	1	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---- 1--		1				\$875.00		0.00			
N 19	WOOD	11/02/12	11/02/12	WOOD News @430am WOOD News @ 430am	CM	430-5a	---- F--	:30	1	\$25.00	P5	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---- F--		1				\$25.00		0.00			
N 20	WOOD	11/02/12	11/02/12	M-F 11a-12p eightWest	CM	11a-12p	---- F--	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---- F--		1				\$200.00		0.00			
N 21	WOOD	11/06/12	11/06/12	5am Daybreak 5am Daybreak	CM	5a-6am	- T-----	:30	1	\$250.00	P3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N21	WOOD	11/06/12	11/06/12	5am Daybreak 5am Daybreak	CM	5a-6am	-T-----	:30	1	\$250.00	P3	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		11/05/12	11/11/12	-T-----	1		\$250.00		0.00					
												Totals	34	\$26,200.00